



## USDA Weekly Retail Turkey Feature Activity

Fri. Jul 07, 2006

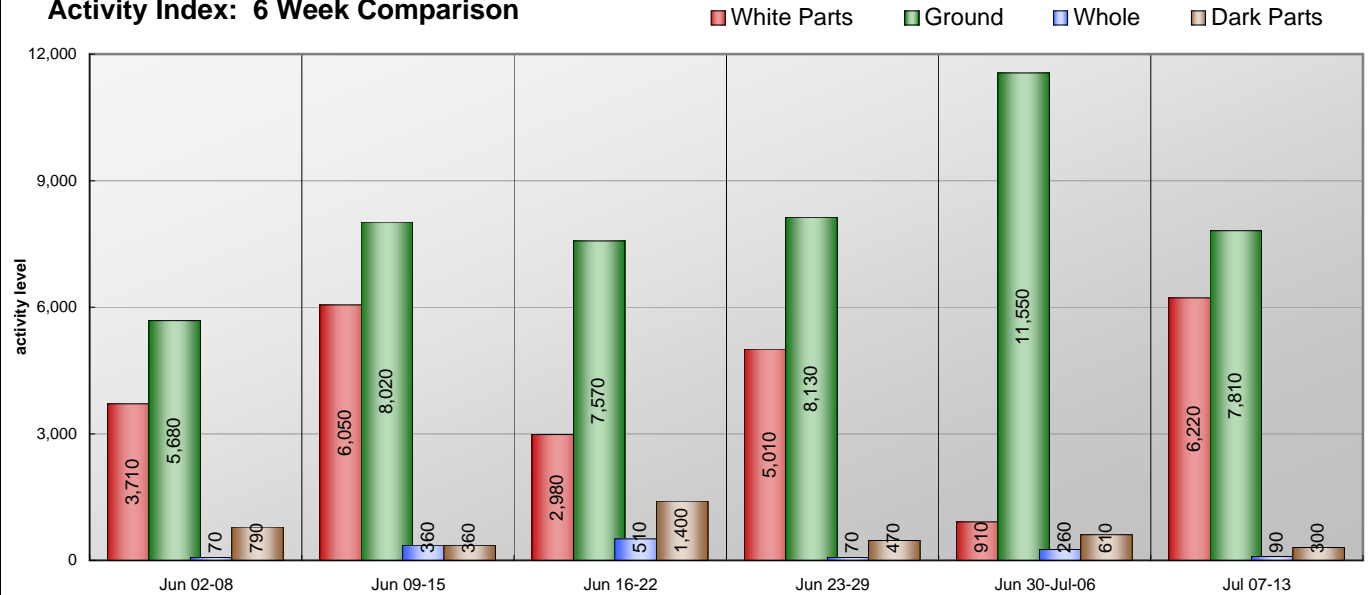
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 07/07 thru 07/13.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

### NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
<b>Feature Rate 1/</b>	<b>47.1% of 17,000 outlets</b>		<b>41.9% of 17,000 outlets</b>	
<b>Special Rate 4/</b>	<b>6.0%</b>		<b>3.2%</b>	
<b>Activity Index 2/</b>	<b>14,420</b>		<b>13,330</b>	
<b>3/</b>	<b>Stores</b>	<b>Wtd Avg</b>	<b>Stores</b>	<b>Wtd Avg</b>
<b>WHOLE BIRDS:</b>				
Fresh - Hens			10	1.08
" - Toms			10	1.08
Frozen - Hens	90	0.99	120	0.91
" - Toms			120	0.91
<b>PARTS:</b>				
<b>Breast:</b>				
Bone-in, whole				
Fresh	400	1.99	370	2.06
Frozen	280	1.44	210	1.58
Hotel Style				
Fresh				
Frozen				
Split, bone-in				
Fresh	30	2.28		
Rotisserie	590	6.03	140	6.99
Boneless, whole	230	3.49		
Cutlets	2,150	3.93	160	3.87
Strips	580	3.79		
Tenders	1,960	3.79	30	3.66
Drumsticks	10	1.29	250	1.29
Thighs	10	1.29		
Wings	120	0.78	250	1.29
Necks	110	0.79		
Smoked Drumsticks	20	1.63	60	1.89
Smoked Wings	20	1.63	50	1.23
Smoked Necks	10	0.97		
<b>GROUND TURKEY:</b>	<b>7,810</b>	<b>2.57</b>	<b>11,550</b>	<b>2.42</b>
Patties	1,070	2.52	3,230	2.60
Sausage	1,900	2.35	2,950	2.37
85% lean	1,260	1.68	1,020	1.66
93% lean	2,020	2.27	3,600	2.20
Breast	1,560	3.99	750	3.91

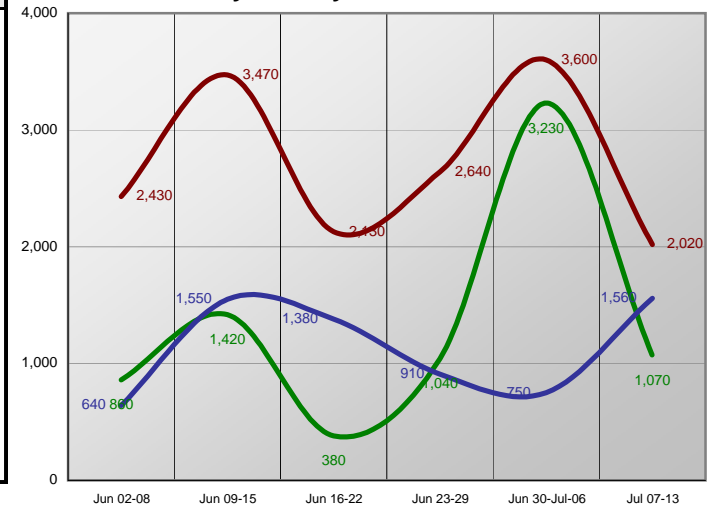
### Activity Index: 6 Week Comparison



### Turkey Featuring - 07/07 thru 07/13

Turkey feature activity has begun to increase following the July 4th holiday. Fresh parts, lightly offered last week, are back in the ads with whole breasts offered at lower price levels and boneless breast cuts offered readily at higher feature prices. Dark parts are offered across all types but ad prices are lower. Ground turkey featuring is down from last week but still commands a respectable amount of ad space. All items are being offered in fairly equal numbers and feature prices have come up from levels of a week ago. Feature prices on most ground turkey items are quite variable this week as retailers seek levels that will attract business.

### Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	44.7% of 7,900 sampled outlets 4.7% of stores w/ no-price promotions Activity Index = 6,210			37.5% of 5,200 sampled outlets 2.6% of stores w/ no-price promotions Activity Index = 3,760			64.8% of 3,900 sampled outlets 13.1% of stores w/ no-price promotions Activity Index = 4,450		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.99	90	0.99						
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh	1.99	250	1.99	1.99	10	1.99	1.99	140	1.99
Frozen				0.88 - 1.49	150	1.40	1.49	130	1.49
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh				2.28	30	2.28			
Rotisserie	5.99	390	5.99	5.99 - 6.99	200	6.12			
Boneless, whole				3.49	230	3.49			
Cutlets	3.99	1,020	3.99	3.49 - 3.99	500	3.74	3.99	630	3.99
Strips				3.49 - 3.99	440	3.73	3.99	140	3.99
Tenders	3.69	840	3.69	3.49 - 3.99	490	3.72	3.99	630	3.99
Drumsticks				1.29	10	1.29			
Thighs				1.29	10	1.29			
Wings	0.67 - 0.79	120	0.78						
Necks	0.79	110	0.79						
Smoked Drumsticks	0.97	10	0.97	2.29	10	2.29			
Smoked Wings	0.97	10	0.97	2.29	10	2.29			
Smoked Necks	0.97	10	0.97						
<b>GROUND TURKEY:</b>									
Patties	1.99 - 2.99	740	2.39	2.19 - 3.00	140	2.83	2.50 - 2.99	190	2.78
Sausage	1.99 - 3.00	990	2.37	1.87 - 2.50	460	2.46	1.87 - 2.99	450	2.19
85% lean	0.99 - 2.59	300	1.56	0.99 - 2.08	590	1.44	1.80 - 2.40	370	2.18
93% lean	1.50 - 2.69	950	2.25	1.99 - 2.40	470	2.19	2.00 - 2.99	600	2.35
Breast	3.69 - 4.29	380	3.98	3.99	10	3.99	3.99	1,170	3.99

Note: See page 1 for explanatory notes.